

Smith Travel Report – May 2009

Figures represent the percent change as compared to May 2008. Year to Date (YTD) represents the change as compared to the first 5 months of 2008.

Statewide

Occupancy:	(-)7.9%	YTD: (-)1.4%
Supply:	+0.2%	YTD: +0.4%
Demand:	(-)7.7%	YTD: (-)1.0%
RevPar:	(-)15.3%	YTD: (-)4.6%

Western Lakes & Rivers Region:

Occupancy:	+7.9%	YTD: +18.6%
Supply:	(-)6.2%	YTD: (-)6.2%
Demand:	+1.2%	YTD: +11.3%
RevPar:	+11.2%	YTD: +22.5%

Bluegrass, Blues and Barbecue Region:

Occupancy:	+5.3%	YTD: +25.2%
Supply:	(-)13.3%	YTD: (-)13.1%
Demand:	(-)8.7%	YTD: +8.8%
RevPar:	+5.5%	YTD: +30.6%

Cave Region:

Occupancy:	(-)7.8%	YTD: (-)0.4%
Supply:	+0.7%	YTD: +0.5%
Demand:	(-)7.2%	YTD: 0.0%
RevPar:	(-)12.9%	YTD: (-)3.5%

Derby Region:

Occupancy:	(-)10.9%	YTD: (-)3.6%
Supply:	+2.0%	YTD: +3.2%
Demand:	(-)9.1%	YTD: (-)0.5%
RevPar:	(-)24.0%	YTD: (-)8.9%

Southern Lakes Region:

Occupancy:	(-)12.5%	YTD: (-)10.7%
Supply:	+4.1%	YTD: +3.2%
Demand:	(-)8.9%	YTD: (-)7.9%
RevPar:	(-)11.3%	YTD: (-)8.8%

Northern Kentucky Region:

Occupancy:	(-)15.0%	YTD: (-)12.2%
Supply:	+4.2%	YTD: +3.3%
Demand:	(-)11.5%	YTD: (-)9.3%
RevPar:	(-)19.4%	YTD: (-)17.1%

Bluegrass Region:

Occupancy:	(-)9.3%	YTD: (-)4.1%
Supply:	+2.0%	YTD: +1.9%
Demand:	(-)7.5%	YTD: (-)2.3%
RevPar:	(-)12.8%	YTD: (-)7.0%

Kentucky's Appalachian Region:

Occupancy:	(-)3.3%	YTD: +1.7%
Supply:	(-)6.3%	YTD: (-)6.3%
Demand:	(-)9.4%	YTD: (-)4.7%
RevPar:	+1.4%	YTD: +7.4%

Daniel Boone Country:

Occupancy:	(-)2.4%	YTD: +1.2%
Supply:	0.0%	YTD: 0.0%
Demand:	(-)2.4%	YTD: +1.2%
RevPar:	(-)2.4%	YTD: +1.9%